

## Telephone Etiquette

How you answer the telephone sets the stage for the rest of the conversation between you and your customer. Use the following guidelines in your quest to provide exceptional customer service:

- Remember to smile!
- Keep your voice and tone calm, professional, and friendly.
- Identify yourself to the caller.
- Identify your WIC office.
- Ask for the caller's name.
- Use the caller's name throughout the conversation.
- If possible, respond to the inquiry immediately.
- If you cannot assist the caller immediately or you need to put them on hold for longer than 30 seconds, take a message and return the call as soon as possible.

Minimize the number of times a call is transferred. If you must transfer a caller, give the caller the number of the extension you are transferring to before you complete the transfer. Another option is to remind the caller of the office number and the extension you are at. It is very frustrating to be transferred repeatedly only to be cut off before reaching the correct person.